

Appendix D

THE SCREENER

When Speaking To The Respondent

Hello, my name is _____ and I represent Guideline Research Corporation, a nationwide market research organization located in New York City. We have been in business for over twenty-five years conducting research studies among both consumers and the dental profession.

Please be assured that we are not selling anything. Any answers we get will be kept strictly confidential and will be reported only when grouped with the answers of the other participating dental laboratories. For your participation, we would send you a check for \$20.

A. But first, does your laboratory fabricate dentures using plastic artificial teeth?

Yes 1 ➡ *Continue*

No 2 ➡ *Explain to respondent that he doesn't qualify for interview. Record in box below. Erase and re-use screener.*

Terminate Q. A: Lab Doesn't Fabricate Dentures Using Plastic Artificial Teeth

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40

(15,16)

B1. Are you the person responsible for selecting the plastic artificial teeth your laboratory will use?

Yes 1 ➡ *(Ask Q. B2)*

No 2 ➡ *(Ask to speak to person responsible for selecting the teeth the laboratory uses, if he is unavailable, leave your 800 number, asking him to call back at his earliest convenient.)*

If respondent does not qualify and no other respondent name is obtained as the person responsible for selecting the plastic artificial teeth the laboratory uses, explain to respondent that he doesn't qualify for interview. Record in box below. Erase and re-use screener.

**Terminate Q. B1: Not Responsible for Selecting Plastic Artificial Teeth Laboratory Uses/
Name of Person Responsible Not Obtainable**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40

(17,18)

B2. Including you, if you too are a technician, how many laboratory technicians does your laboratory employ at this location?

(19-21)

- C. We would like to send you two envelopes. One will be marked envelope A and can be opened as soon as you receive it, or at your convenience. This envelope contains a few questions regarding your labs' purchase and use of plastic artificial teeth. It should take only about 10 minutes to fill out. Please answer these questions before the time arrives for a phone call from Guideline Research.

If you like, you can glance through Envelope B. However, please do not answer any of the questions in Envelope B until you receive our phone call. Upon completion of the contents of both envelopes, the interviewer will verify your name and address so we can mail you the check for \$20, as our gift to you for your participation in our survey.

Again, all of your answers will remain confidential and will be used for tabulation purposes only.

- D. *If qualified but refuses, record in box below.*

Terminate Q. D: Qualified Refusals

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40

(22,23)

24-79R
80-1

Appendix E

THE QUESTIONNAIRE

Guideline

Research Corporation

3 West 35th Street, New York, N.Y. 10001
(212) 947-5140
Fax (212) 629-0061

June, 1998

Dear Respondent:

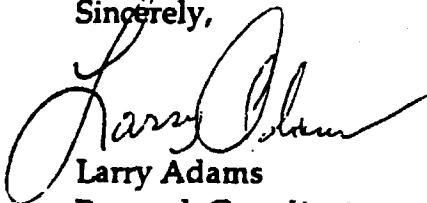
We at Guideline Research are very pleased that you have agreed to participate in our national survey of dental laboratories regarding their purchase and use of plastic artificial teeth.

Please note that two envelopes are enclosed. Envelope "A" can be opened right now, or at your convenience. This envelope contains a few questions regarding your lab's purchase and use of plastic artificial teeth. It should take only about 10 minutes to fill out. Please answer these questions *before* the time arrives for your phone call from Guideline Research.

If you like, you can glance through Envelope "B". However, please do not answer any of the questions until you receive our phone call. Upon receipt of your completed materials from Envelope "A" and Envelope "B", we will send you a check for \$20 as a thank you for your participation.

Thanks again for all of your help. All of your answers will remain confidential and will be used for tabulation purposes only.

Sincerely,



Larry Adams
Research Coordinator

General Background Information About Your Dental Laboratory

1. Where is your dental laboratory located:

City/Town _____

State _____

(6-7)

2. Which of the following statements best describes your dental lab? *(Please check one box)*

My lab is independently owned.....☐ -1

My lab is owned by a lab chain.....☐ -2

3. Is your lab affiliated with a lab products purchasing group?

Yes.....☐ -1 No.....☐ -2

(8)

4. How many of your technicians fabricate dentures?

_____ *Number of technicians*

(10-12)

How far away (in miles) is the nearest artificial teeth dealer from your lab.

_____ *Miles (approximately)*

(13-16)

6. How far away (in miles) is the dealer from whom you purchase most of your artificial teeth.

_____ *Miles (approximately)*

(17-20)

7. How often do you obtain artificial teeth from a dealer on the same day that you order them? *(Please check one box)*

Never.....☐ -1 Sometimes.....☐ -3

Seldom.....☐ -2 Almost always.....☐ -4

(21)

8. How often do you receive personal visits from dealer sales representatives? *(Please check box)*

More than once a week.....☐ -1

More than once a month but no more than once a week☐ -2

More than once every 3 months but no more
than once a month.....☐ -3

No more than once every 3 months.....☐ -4

Never.....☐ -5

(22)

Please consider the following brands and lines of artificial teeth. Which column best describes your awareness/use of them?

Never heard of it	Have heard of but not used	Have used at least once in the past	Have used at least once in the last 12 months	Used regularly over past 6 months
-1-	-2-	-3-	-4-	-5-

23-24R

Name Of Brand Line

Dentsply

Bioform IPN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(25)
Bioblend IPN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(26)
Classic.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(27)
Portrait IPN.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(28)
Trublend SLM.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(29)

Vita

Vitapan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(30)
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voclar

Vivodent PE.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(31)
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Universal

Verilux	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(32)
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Myerson

Durablend Special Resin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(33)
-------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	------

Kenson

Resin.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(34)
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Justi

Blend.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(35)
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- 9a. Please indicate in column (a) below the percentage in dollars each listed or other artificial tooth line accounted for of the total amount of plastic artificial teeth your lab used in the past six months. *(Total should add to 100%)*
- 10b. Please indicate in column (b) below the percentage in dollars each listed or other artificial tooth line accounts for of your total current stock. *(Total should add to 100%)*
- 10c. Please indicate in column (c) below the average dollar value over the last 6 months of each listed or other artificial tooth line you have on consignment, if any.

	a.) % (in \$) of teeth used in last 6 months	b.) % (in \$) of teeth currently stocked	c.) Average \$ value of teeth on consignment over last 6 months
<u>Dentsply</u>			
Bioform IPN	(36-37)	(64-65)	(16-21)
Bioblend IPN	(38-39)	(66-67)	(22-25)
Classic	(40-41)	(68-69)	(26-29)
Portrait IPN	(42-43)	(70-71)	(30-33)
Trublend SLM	(44-45)	(72-73)	(34-37)
<u>Vita</u>			
Vitapan	(46-47)	(74-75)	(38-41)
<u>Ivoclar</u>			
Vivadent PE	(48-49)	(76-77)	(42-45)
<u>Universal</u>			
Verilux	(50-51)	(78-79) 80-2 4-5R	(46-49)
<u>Myerson</u>			
Durablend Special Resin	(52-53)	(8-7)	(50-53)
<u>Kenson</u>			
Resin	(54-55)	(8-9)	(54-57)
<u>Justi</u>			
Blend	(56-57)	(10-11)	(58-61)
Other (Please Specify)			
	(58-59)	(12-13)	(62-65)
	(60-61)	(14-15)	(66-69)
	(62-63)	(16-17)	(70-73)
TOTAL	100%	100%	

1. Please estimate the percentage of cases where the dentist (rather than the lab technician) selects the brand/line of artificial tooth.

_____ % of cases where dentist selects
(74-75)

12. Please estimate the percentage of cases where the dentist (rather than the lab technician) selects the precise:

Mold _____ % specified by dentist
(76-77)

Shade _____ % specified by dentist
(78-79)

B. Brand/Line Attribute Importance

In your selection of a particular artificial tooth brand and line, how important are the following attributes?
Please circle the number that comes closest to describing each attribute, ranging from ...

10 - indicating extremely important, down to
1 - indicating not at all important

4-5R

	Extremely Important										Not At All Important
<u>Brand/Line Manufacturer...</u>											
Provides technical assistance and product support.....	10	9	8	7	6	5	4	3	2	1	(9)
Has lenient policy for returns/exchanges of broken sets	10	9	8	7	6	5	4	3	2	1	(7)
Offers a wide range of tooth lines (offers teeth in premium, mid-range, and economy segments).....	10	9	8	7	6	5	4	3	2	1	(8)
Offers a wide variety and range of tooth shapes and/or sizes	10	9	8	7	6	5	4	3	2	1	(8)
Offers a wide variety and range of tooth shades	10	9	8	7	6	5	4	3	2	1	(10)
Has Vita-shaded teeth.....	10	9	8	7	6	5	4	3	2	1	(11)
Has an accurate shade system/ shade guide	10	9	8	7	6	5	4	3	2	1	(12)
Offers teeth in American rather than European molds.....	10	9	8	7	6	5	4	3	2	1	(13)
Offers teeth that are highly aesthetic.....	10	9	8	7	6	5	4	3	2	1	(14)
Offers teeth that are highly wear resistant..	10	9	8	7	6	5	4	3	2	1	(15)
Offers teeth that are highly stain resistant..	10	9	8	7	6	5	4	3	2	1	(16)
Offers teeth that have a functional occlusal design	10	9	8	7	6	5	4	3	2	1	(17)
Offers teeth that are easy for lab technicians to set up	10	9	8	7	6	5	4	3	2	1	(18)

C. Dealer Attribute Importance

In your selection of a particular dental supply dealer from whom to buy teeth, how important are the following attributes? Please circle the number that comes closest to describing the importance of each dealer attribute, ranging from ...

10 - indicating extremely important, down to

1 - indicating not at all important

<u>Dealer...</u>	Extremely Important										Not At All Important	
Has a local inventory of a comprehensive stock of teeth (in wide variety of shades, molds, and sizes).....	10	9	8	7	6	5	4	3	2	1	(18)	
Has same day availability of teeth.....	10	9	8	7	6	5	4	3	2	1	(20)	
Sells a wide range of lab products (other than teeth)	10	9	8	7	6	5	4	3	2	1	(21)	
Has a wide variety of manufacturers/ brands of any given product.....	10	9	8	7	6	5	4	3	2	1	(22)	
Fills orders promptly and accurately.....	10	9	8	7	6	5	4	3	2	1	(23)	
Provides personal visits from dealer sales representatives	10	9	8	7	6	5	4	3	2	1	(24)	
Provides consignment or other financing arrangement	10	9	8	7	6	5	4	3	2	1	(25)	
Provides inventory management and restocking (including for consignment stocks)	10	9	8	7	6	5	4	3	2	1	(26)	
Handles returns and exchanges of broken sets	10	9	8	7	6	5	4	3	2	1	(27)	
Provides technical assistance and product support (by sales representatives and/ or tooth counter personnel)	10	9	8	7	6	5	4	3	2	1	(28)	
Has dealer sales representatives or tooth counter personnel with whom you have an established relationship.....	10	9	8	7	6	5	4	3	2	1	(29)	

Instructions For Responding To Materials In Envelope B

Thanks very much for your continued participation in our survey. The envelope (Envelope B) contains eight cards. Please look at these cards now. Each card describes a possible business scenario. Please start with the top card, labeled in the upper, right-hand corner as C-141. As you'll note, the first column of this card lists eleven brand/LINE names of plastic artificial teeth (the other seven cards list the same eleven brand/LINE names).

Column 2 shows the approximate current price in dollars (not including any shipping cost), of an anterior 1 by 6 card. (As you go through all eight cards, you'll note that these prices may change from card to card.)

Column 3 shows three kinds of distribution availability: local dealer, mail-order dealer (a dealer that ships teeth from a non-local location), and direct from the manufacturer. A given manufacturer may have some combination of distribution availability, e.g., yes, yes, no. Considering brand/LINE differences, price differences, and distribution availability differences, we'd like you to allocate 100 points across the eleven brands

In such a way as to reflect the share of your total plastic teeth business volume (in units) that you would place with each of these brand/LINES over the next three months, given the information shown on the card.

You can assign ZERO points to one or more suppliers if you feel that you would place no orders with them during the next three months. However, please make sure that the TOTAL number of assigned points add to 100.

As you have finished your point allocation for the first card, please read off to me your point allocation to each supplier (including ZERO points if that's applicable). (Interviewer: check that total is 100.)

Now let's proceed to the next card. Each card will be different from the rest in one or more respects -- price or type of distribution availability. For each of the scenarios, please indicate your point allocation under each set of conditions.

Appendix F

FIELD INSTRUCTIONS

Guideline

Research Corporation

3 West 35th Street, New York, N.Y. 10001
(212) 947-5140
Fax (212) 629-0061

#U09-018
Dental Laboratory Study
June 1998

Dear Supervisor:

Enclosed are the following materials for our "Dental Laboratory Study":

- Screeners (white)
- 2nd Call Instructions Sheet
- Envelope A (Pre-Stuffed)
- Envelope B (Pre-Stuffed)
- Business Reply Envelope
- Respondent Cover Letter
- US Priority Mailing Envelopes
- Practice Interviews
- Progress Report Sheet
- Validation Listing Sheet
- Airbill to return work
- Sample (sent via Modem)

OVERVIEW/STUDY DESIGN

This is a Phone Mail Phone WATS study. All recruiting and interviewing is to be conducted during local business hours using the sample provided.

All respondents will be recruited via phone then mailed a packet via US Priority mail, then called again on the phone approximately 4-5 days after the mailing. At the time of the second call the respondents will be instructed on how to complete the forms in Envelope B and to return the contents of Envelope A and Envelope B back to GRC.

SCHEDULE

Recruiting

Brief and Begin: ----- Friday, June 19
Progress Report: ----- Daily by 10:00 AM

End Recruiting: ----- Monday, July 13

2nd Calls

Brief and Begin ----- Wednesday, June 24th
Progress Report ----- Daily by 10:00 AM
End Second Calls ----- Wednesday, July 22nd

INTERVIEWING HOURS

Interviewing should be scheduled during local business hours.

QUOTA

You are to recruit 500 respondents who agree to participate.

You are to mail packets to all 500 respondents who were recruited.

You are to call back all 500 respondents who were recruited and a packet mailed out to.

ELIGIBILITY REQUIREMENTS

In order to qualify for this study, respondents must meet the following requirements:

- Laboratory must fabricate dentures using plastic artificial teeth (Q.A)
- Respondent must be responsible for selecting the plastic artificial teeth the laboratory uses (Q.B1)
- Laboratory must fabricate dentures using plastic artificial teeth (Q.B1)
- Respondent must be willing to participate (accept receipt of the packet) (Q.C)
- Respondent must have completed contents of Envelope A and Completed 2nd Call.

SAMPLE

We have provided you with a national sample of 10,000 numbers.

Please only open 1 replicate at a time. You are to start at the beginning of the first replicate and work through all the names in that replicate before beginning the second replicate. Each sample sheet should be used as your call record sheet to document every dialing attempt made to each potential respondent. A minimum of 3 dialing attempts must be made for each number.

MATERIALS

There is one version of the Screener (white). Note: All the screeners have been pre-numbered. This number is your reference number when mailing the Envelope B and the Business Reply Envelope

There is one version of the 2nd Call Instruction Sheet which is Labeled "Instructions For Responding To Materials In Envelope B".

There is one version of the Respondent Cover Letter. Every respondent will receive a copy of this letter.

There is one version of Envelope A. All respondents will receive Envelope A. Envelope A contains a self administered questionnaire

There are 20 versions of Envelope B. The envelopes have been bundled by block # from 1-20. Each bundle has 25 envelopes. Each respondent will receive one Envelope B. Envelope B contains 8 cards. The block # of Envelope B that the respondent receives will depend on the respondent Id #. Therefore, it is important that the envelopes stay in the bundle order provided. See chart below.

There are 500 large pre-numbered Business Reply envelopes. Each respondent must receive the corresponding envelope which matches the Id # on the front page of the screener, this is to ensure that we are able to identify the respondent when they return the materials back to us.

We have provided you with US Priority envelopes which will be used to mail all the specific materials (cover letter, Envelope A, Envelope B, and the Business Reply Envelope.

ID/ENVELOPE ASSIGNMENT

Screener /Respondent ID #	Envelope B Block #	Business Reply Envelope
001-025	1	001-025 (Specific #)
026-050	2	026-050 (Specific #)
051-075	3	051-075 (Specific #)
076-100	4	076-100 (Specific #)
101-125	5	101-125 (Specific #)
126-150	6	126-150 (Specific #)
151-175	7	151-175 (Specific #)
176-200	8	176-200 (Specific #)
201-225	9	201-225 (Specific #)
226-250	10	226-250 (Specific #)
251-275	11	251-275 (Specific #)
276-300	12	276-300 (Specific #)
301-325	13	301-325 (Specific #)
326-350	14	326-350 (Specific #)
351-375	15	351-375 (Specific #)
376-400	16	376-400 (Specific #)
401-425	17	401-425 (Specific #)
426-450	18	426-450 (Specific #)
451-475	19	451-475 (Specific #)
476-500	20	476-500 (Specific #)

Example 1: If you are using a screener pre-numbered 020, you must send this respondent Envelope B Block 1 with Business Reply Envelope pre-numbered 020 along with all the other materials (cover letter and Envelope A).

Example 2: If you are using screener pre-numbered 422, you must send this respondent Envelope B Block 17 with Business Reply Envelope pre-numbered 422 along with all the other materials (cover letter and Envelope A).

BRIEFING

A personal briefing must be held before any interviewing begins. All personnel working on this study must attend. If more than one briefing is required, the same supervisor that was present at the first briefing must conduct all subsequent briefings. All interviewers working on this study are to do a practice interview.

Most questions which appear on the main questionnaire are clear and straightforward and need no further explanation. Interviewers must read and follow all instructions and skip patterns as indicated on the questionnaire. Interviewers must read and thoroughly understand all questionnaire interviewing procedures before working on this study.

At the briefing, stress the following points:

- Screening criteria/respondent eligibility
- Ask to speak to the person named on the list OR the person responsible for selecting the teeth the laboratory uses.
- At the pre-recruit phase the interviewers must record for each respondent the number of attempts it took to obtain a completed interview. Note: This must be recorded on the front page of the screener in the space indicated.
- Record date of when the package is mailed.
- Schedule callback appointments 4-5 days after the package is mailed
- At the 2nd call phase the interviewer must record for each respondent the number of attempts it took to obtain a completed interview. Note: This information must be recorded on the top of page 2.
- Record whether the respondent was Recruited and 2nd call completed or Recruit Only on the front page of the Screener.
- 2nd Call – The interviewer will not be taking down any information. They will only explain to the respondent how to complete the materials in Envelope B.
- Carefully following all instructions indicated on the questionnaire
- Completing all respondent information

PROGRESS REPORTS

Enclosed are Progress Report Sheets for your convenience. Accurate cumulative reports are to be received by us as indicated on the "Schedule" section. We are to RECEIVE them by 10:00 AM OUR TIME.

- FAX #212-947-6294 (Preferred). Do not use a cover sheet, just fill in all the required information on the Progress Report Sheet. Be sure to write your city and contact name on each sheet of the report.

If you prefer you can call in your report in the evening at 800-223-5306 and leave your report on our answering machine. Be sure to give your city and job number when doing so. In New York State, use 212-947-5140.

VALIDATION SHEETS

- List only ~~one~~ interviewer's work on a sheet.
- Fill out all required respondent information, interviewer name, city and quota group.
- Write listings in black ink only.
- Do NOT ~~reox~~ additional screeners without contacting GRC for instructions as to how to ~~number~~ these additional screeners.
- Be careful about indicating correct area codes.
- Supervisors are NOT to conduct telephone validations. You must, however, monitor or do on-site validation for at least 10% of each interviewer's work and note validated work on Validation Form.

EDITING

Edit 100% of the work. Use blue pencil (not red), please. Editor's initials must appear on the top right corner of the Screener.

RETURNING WORK

Return work as per schedule.

- Bundle together all completed Recruits and 2nd Call Completed by interviewer with that interviewer's Validation Sheet(s) on top.
- Bundle together all "Recruits Only" which contain a record of terminations.
- Return all practice interviews.
- Enclose Master/Final Progress Report Forms.
- Return Sample.

SHIPMENT/CHARGES

- Use the blank airbills provided as they contain our account # and address
- All shipments are to be charged to our Federal Express Account #0100-0112-9 unless otherwise specified
- Do not insure
- Indicate Job #U08-018 on airbill for all shipments
- Important

Since GRC does not want to incur additional shipping charges, make sure that all items specified above are included with your completed questionnaires, unless otherwise specified. If you "forget" we will have to deduct the additional shipping charges from your bill.

BILLING

Submit all bills under separate cover to the attention of our Accounting Department.

Thank you for your help with this survey.

Sincerely,

Nelly Valentin
Field Director

Interviewer's Instructions

Interviewer's Name: _____ Date: _____

Briefing Supervisor: _____

OVERVIEW/STUDY DESIGN

This is Phone Mail Phone WATS study. All recruiting and interviewing is to be conducted during local business hours using the sample provided.

All respondents will be recruited via phone then mailed a packet via US Priority mail, then called again on the phone approximately 4-5 days after the mailing. At the time of the second call the respondents will be instructed on how to complete the forms in Envelope B and to return the contents of Envelope A and Envelope B back to GRC.

ELIGIBILITY REQUIREMENTS

In order to qualify for this study, respondents must meet the following requirements:

- Laboratory must fabricate dentures using plastic artificial teeth (Q.A)
- Respondent must be responsible for selecting the plastic artificial teeth the laboratory uses (Q.B1)
- Respondent must be willing to participate (accept receipt of the packet) (Q.C)
- Respondent must have completed contents of Envelope A and Completed 2nd Call.

RECRUITING PHASE

SCREENER QUESTION BY QUESTION INSTRUCTIONS

Ask to speak to the person recorded on the sample OR the person responsible for selecting the teeth the laboratory will use.

When speaking to the receptionist read the introduction verbatim. If the receptionist indicates that the selected respondent is not available, leave your 800 number, asking him to call back at his earliest convenience, or you may interview another qualified person in the same office if the first respondent is not available. You may not interview two respondents from the same office.

If the receptionist indicates that this dental laboratory will not participate, terminate, circle the next available number in the termination box.

When speaking to the selected respondent read the introduction verbatim.

Q.A: If "yes" ask Q.B1. If "no" terminate. This location does not qualify for this study.

Q.B1: If "yes" continue. If "no" ask to speak to the person responsible for selecting the teeth the laboratory uses, if he is unavailable, leave the 800 number, asking him to call back at his earliest convenience, otherwise terminate.

Q.B2: Record the number of laboratory technicians employed at this facility.

Q.C: Read verbatim. Explain to the respondent that they will be receiving a packet via US Priority mail. The packet contains two envelopes. The envelope labeled "A" must be completed as soon as they receive it. They are to be instructed not to do anything with the envelope labeled "B" until they receive a call from you which will occur approximately 4-5 days after they have received the package. Inform the respondent that they will receive \$20.00 if they complete the contents of Envelope A, receive a 2nd call and complete the contents of Envelope B, and return the contents of both A and B in the Business Reply Envelope provided.

If the respondents refuses, terminate, circle next available number in the termination box. If the respondents agrees schedule a callback appointment approximately 4-5 days from when the package is to be mailed. Record date and time of call in the space provided.

Record all respondent information on the front page of the screener.

Important: Record the total number of attempts needed to obtain this completed recruit in the space indicated on the front page of the screener.

MAILING PHASE

All packets are to be mailed out the same day the respondents are recruited.

You are to record the date of when the packet was mailed on the front page of the Screener.

You are to type up one label to adhere to the mailing envelope.

Each respondent will be receiving 4 items:

- Cover Letter
- Envelope A---Common To All Respondents
- Envelope B---Customize by Respondents ---Check with Supervisor
- Business Reply Envelope---Customize by Respondent---Check with Supervisor

2ND CALL PHASE

At the scheduled time each respondent will receive a 2nd call. The purpose of this second call is to verify receipt of the package and to provide the respondent with instructions on how to complete the contents of Envelope B.

There is no questionnaire to be administered by you in this phase of the study, the only instrument that you will be using is the "Instruction For Responding To Materials In Envelope B" sheet.

You are to read the sheet verbatim. Be sure you are familiar with the forms before you get on the telephone with the respondents.

Note: On the second paragraph from the bottom of the instruction sheet it refers to "Read off to me...." You are not recording anything, you are simply making sure that the respondent has correctly allocated 100 points across all supplier on each page.

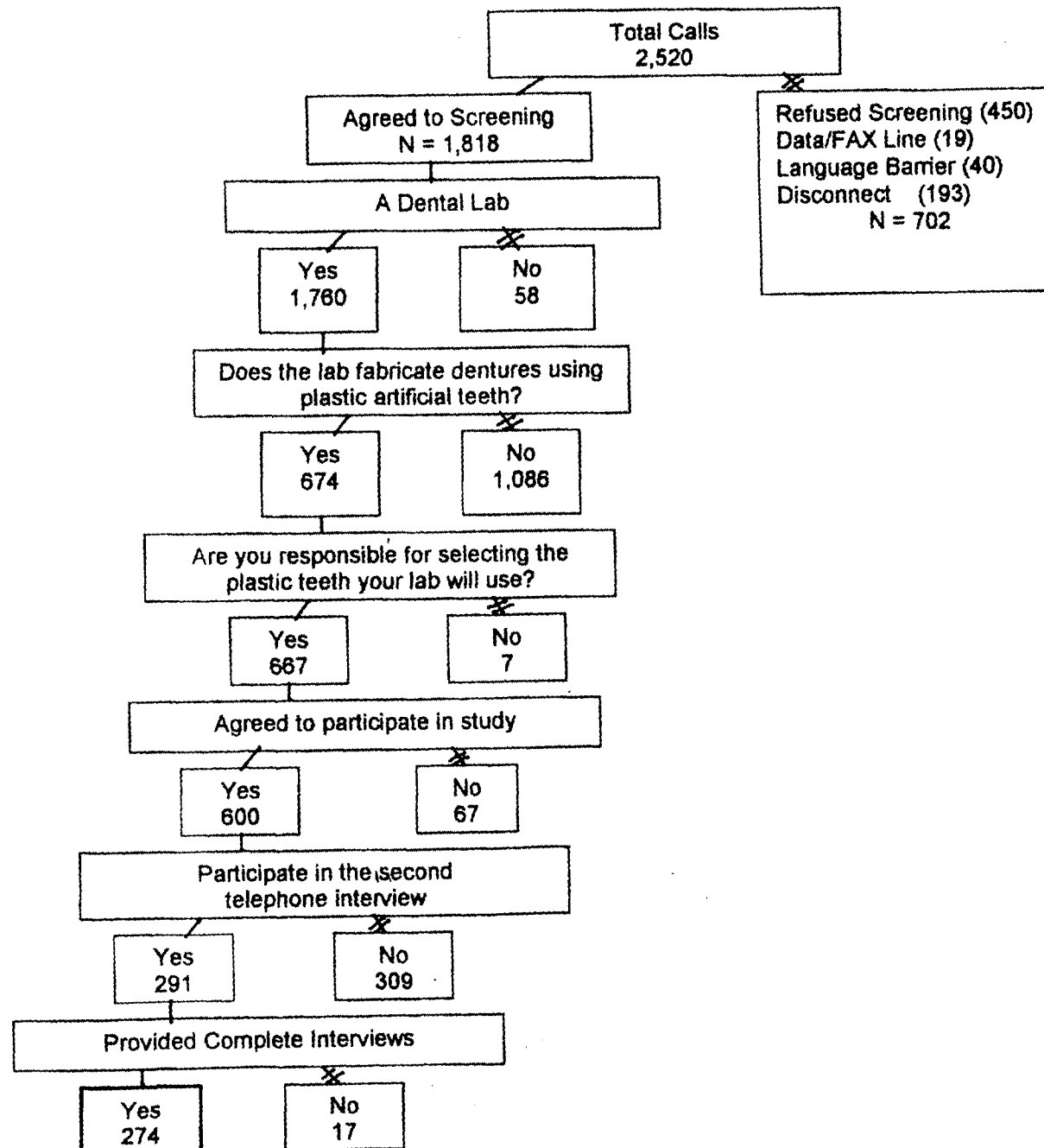
After the respondent understands the process of filling out the forms, instruct them to return both the contents of Envelope A and B, the respondent should be told not to include Envelope A and Envelope B but only their contents, that is the self administered questionnaire and the 8 cards, in the provided Business Reply Envelope.

Remind the respondent that they will receive their \$ 20.00 check only after GRC receives their completed packet.

IMPORTANT:

Record the total number of attempts needed to obtain this completed 2nd call in the space indicated on the top of the 2nd page of the screener. Be sure to circle Recruited/2nd Call Completed on the front page of the screener.

Appendix G The Screening Results



Appendix H

CURRICULUM VITAE

YORAM (JERRY) WIND

Jerry Wind is The Lauder Professor and Professor of Marketing at the Wharton School of the University of Pennsylvania. He is the founding director of the Wharton "think tank", The SEI Center for Advanced Studies in Management. The Center's mission is to assure through research and development the quality of management research and education and its relevance to the needs of management practice and society in the 21st century. Currently he leads Wharton's Information Management Initiatives (IMI) and the faculty committee that develops the Master in Electronic Business program. From 1983 to 1988, he was the founding director of the Joseph H. Lauder Institute of Management and International Studies, and from 1980 to 1983 the founding director of the Wharton Center for International Management Studies. Dr. Wind chaired the Wharton committees that designed the Wharton Executive MBA Program (1974), the new MBA curriculum (1991), and the School's globalization strategy (1995-1997). He also started the Wharton International Forum (1987) and served as the chairman of its faculty council until 1998. Dr. Wind joined the Wharton staff in 1967, upon receipt of his doctorate from Stanford University.

Dr. Wind is one of the most cited authors in marketing. He is a regular contributor to the professional marketing literature, which has included 15 books and over 200 papers, articles, and monographs encompassing the areas of marketing strategy, marketing research, new product and market development, consumer and industrial buying behavior, and international marketing. His most recent book, **Driving Change**, that focuses on how corporations can prepare themselves for the next millennium, has already received wide acclaim. He has lectured in faculty seminars and executive programs in over 50 universities worldwide.

Dr. Wind has served as editor-in-chief of the JOURNAL OF MARKETING, on the policy boards of the JOURNAL OF CONSUMER RESEARCH and MARKETING SCIENCE, and has been on the editorial boards of all major marketing journals. He recently served as guest editor of special issues of MARKETING SCIENCE (1996) on Empirical Generalization in Marketing (with Frank Bass), JMR (1997) on Innovation in New Product Development: Best Practice in Research, Modeling, and Applications, and MARKETING RESEARCH (1993) on The State of the Art in Quantitative Research.

Dr. Wind has served as a consultant to many Fortune 500 firms and a number of non-U.S. multinationals in the financial services, pharmaceuticals, information, and consumer packaged goods industries. His current clients include Bristol-Myers Squibb, SEI Investments, Edward Jones, Price Waterhouse Coopers and General Instrument. His consulting focuses on both overall global corporate and business strategy as well as marketing strategy and especially the development of new products and services. In addition, he has served as an expert witness in various legal cases.

Dr. Wind is a trustee of the Philadelphia Museum of Art, a co-founder of NETT – New Educational Technological Transformations, a member of the board of Enhance Financial Services Corporation, and CASA. He is a former director of Contel Corporation and a number of entrepreneurial ventures.

Dr. Wind is an active member of the major marketing and management science professional associations, a former academic trustee of the Marketing Science Institute, and a member of a number of its steering committees (currently he chairs the MSI task force on e-commerce valuation). He is also a former chairman of the College of Marketing of the Institute of Management Science and a previous member of the Board of Directors of the Philadelphia AMA Chapter. He is one of the founders of the new Israeli university – The Interdisciplinary Center for the Study of Business, Law and Technology and chairman of its international advisory board and academic council. He is also a member of the board of a number of Wharton's research centers and the Lauder Institute.

Dr. Wind is the recipient of various awards, including the prestigious Charles Coolidge Parlin Award (1985), the AMA/Irwin Distinguished Educator Award (1993), the Paul D. Converse Award (1996), and the first Faculty Impact Award by Wharton Alumni (1993). He was elected as the 1984 member of the Attitude Research Hall of Fame and has won a number of research awards, including two Alpha Kappa Psi Foundation awards.

October 26, 1999

ACADEMIC EXPERIENCE

EDUCATION

Stanford University, Graduate School of Business. Ph.D. (Marketing), 9/64-12/66.

Stanford University, International Center for Advancement of Management Education, Certificate in Marketing Management. 9/63-6/64.

The Hebrew University, Jerusalem, School of Economics and Social Sciences, M.A. (Business Administration and Political Science), 9/60-6/63; B. Soc. Sci. (Economics and Political Science), 9/58-6/61.

UNIVERSITY POSITIONS

A. University of Pennsylvania, The Wharton School

Faculty Positions:

The Lauder Professor, 1983-

Professor of Marketing, 1973-

Associate Professor of Marketing, 1970-73

Assistant Professor of Marketing and International Business, 1967-70

Selected Administrative Positions:

Founding Director, The SEI Center for Advanced Studies in Management, 1988-

Founding Director, The Joseph H. Lauder Institute of Management and International Studies, 1983-88

Founding Director, the 1st Title VI National Resource Center in International Management Studies, 1985-88

Founding Director, The Wharton Center for International Management Studies, 1980-1983

Secondary Faculty Appointments:

Member of the Graduate Group in International Studies (School of Arts & Sciences), 1984-1998

Member of the OR Group, 1979-84 and the OR affiliated faculty, 1984-89

Senior Fellow of the Leonard Davis Institute, 1977-1980

Secondary Appointment as Professor of Management, 1981-1984

Member of the Extended Faculty of the Social Systems Sciences Dept. 1981-1986

B. Other Universities

Erasmus University (The Netherlands) The first visiting Unilever-Erasmus Professorship, Spring 1993

University of Tokyo (Japan) The first Hakuhodo Visiting Professorship, Spring 1992 and 1993

University of New South Wales (Australia) The first visiting Hoover Foundation Professor, 6/77

University of California at Berkeley, School of Business Administration Visiting Professor, Fall 1975

University of Tel Aviv, The Leon Recanati Graduate School of Business Administration, Visiting Senior Lecturer, 9/68-8/69

Stanford University, Graduate School of Business, Research Assistant, 6/65-10/66

The Hebrew University Jerusalem, Teaching Assistant in the Departments of Political Science and Business Administration, 9/61-6/63

PUBLICATIONS

I. BOOKS

Leveraging Japan: Marketing to the New Asia, with George Fields and Hotako Katahira (San Francisco: Josse Bass), forthcoming 1999.

**Driving Change*, with Jeremy Main (New York: The Free Press), 1997.

The Silverlake Project, with Roy A. Bauer, Emilio Collar, Victor Tang and Patrick R. Houston. (New York: Oxford University Press), January, 1992.

**Product Policy: Concepts, Methods and Strategies* (Reading, MA: Addison-Wesley), 1982. Reviewed JM Summer 1981.

**Marketing and Product Planning* (in Spanish) (Mexico: Expansion). This book is based in part on sections from *Product Policy* which was selected by the editors of Expansion as the "Book of the Year" 1979.

Multi-Attribute Decisions in Marketing: A Measurement Approach, with Paul E. Green (and contributions by Douglas Carroll). (Hinsdale, IL: The Dryden Press), 1973.

Organizational Buying Behavior, with Frederick E. Webster, Jr. (Englewood Cliffs, NJ: Prentice Hall, Foundations of Marketing Series), 1972. Translated to Portuguese (Editor, Atlas, Sao Paulo, Brazil, 1975). Reviewed JMR August, 1974.

Market Segmentation, with Ronald E. Frank and William F. Massy (Englewood Cliffs, NJ: Prentice Hall, International Series in Management), 1972. Reviewed JMR, November, 1972; August, 1974.

Advertising Measurement and Decision Making, with Homer Dalby and Irwin Gross (Boston, MA: Allyn & Bacon), 1968.

Industrial Buying and Creative Marketing. Publication of the Marketing Science Institute (Boston, MA: Allyn & Bacon), 1967. Contributed two chapters; co-authored with Patrick J. Robinson three chapters; and participated in the overall organization and preparation of the book.

**Industrial Buying Behavior: Source Loyalty in the Purchase of Industrial Components*. Unpublished Ph.D. dissertation, Stanford University, December, 1966.

II. EDITED BOOKS

Digital Marketing, with Vijay Mahajan, forthcoming, 2000.

New Product Diffusion Models, with Vijay Mahajan and Eitan Muller, The IC² Institute's Econometric & Management Sciences Series (Kluwer Academic Publishers), forthcoming 1999.

Innovation Diffusion Models of New Product Acceptance, with Vijay Mahajan, The IC² Institute's Econometric & Management Sciences Series (Cambridge, MA: Ballinger Publishing Co.), 1986.

**New Product Forecasting: Models and Applications*, with Vijay Mahajan and Richard Cardozo. (Lexington, MA: Lexington Books), 1981.

**Advances in Organizational Buying Research: The Case of Acquisition of Scientific and Technical Information*, with Robert J. Thomas (Washington, D.C.: National Science Foundation), 1979.

**Moving A Head with Attitude Research: Proceedings of the Seventh Attitude Research Conference*. Edited with Marshall Greenberg. (Chicago, IL: American Marketing Association), 1977. Designed, organized, and edited this book of eight invited position papers and eighteen application papers.

Behavioral Models of Market Analysis: Foundations for Marketing Action, edited with Francesco Nicosia (Hinsdale, IL: The Dryden Press), 1977. Co-planned, edited, and organized the volume of original papers.

III. ARTICLES, CONTRIBUTED CHAPTERS, PAPERS IN PROCEEDINGS, AND WORKING PAPERS

The papers in this section are classified into ten areas:

- A. Portfolio analysis and strategy
- B. Integration of marketing perspective in corporate strategy
- C. Marketing and product strategy
- D. Research on industrial buying behavior
- E. Research on consumer behavior
- F. Marketing research and modeling
- G. International marketing
- H. Publications related to international management education and the Lauder Institute
- I. Publications related to management practice and education in the 21st Century
- J. Entries in Dictionaries and Encyclopedias

A number of papers can fit in more than one category. The division is, therefore, quite arbitrary and based primarily on the target audience of the paper.

A. Portfolio Analysis and Strategy

- 1.* "Product Portfolio: A New Approach to the Product Mix Decision", in Ronald C. Churhan, ed., *Combined Proceedings AMA*, August, 1974, pp. 60-64.
- 2.|* "Planning Product Line Strategy: A Matrix Approach", with Henry Claycamp, *Journal of Marketing*, 40, January 1976, pp. 2-9.
- 3a.|* "An Analytic Hierarchy Process for the Allocation of Resources Within a Target Product/Market/Distribution Portfolio", with Daniel Gross, in D.B. Montgomery and D.R. Wittink, eds., *Proceedings of the ORSA/TIMS Conference on Marketing Measurement and Analysis*, Stanford, CA, March, 1979. Sections of this paper were later incorporated in a paper by Wind and Saaty, "Marketing Applications of the Analytic Hierarchy Process", *Management Science* 26, July 1980, pp. 641-658.
- 3b.|* "Marketing Applications of the Analytic Hierarchy Process", with Thomas L. Saaty, *Management Science*, 26, July 1980, pp. 641-658.
- 4.|* "Designing Product and Business Portfolios", with Vijay Mahajan, *Harvard Business Review*, Vol. 59, No. 1, Jan-Feb, 1981, pp. 155-165. Based on a paper, "Measurement Issues in Portfolio Analysis", presented at the Second Market Measurement and Analysis Conference, University of Texas, Austin; March 1980.
- 5. "Stochastic Dominance Rules for Product Portfolio Analysis", with Vijay Mahajan and John W. Bradford. *Marketing Planning Models*, Special Issue of TIMS Studies in the Management Sciences, 1981. pp. 161-183.
- 6.|* "International Portfolio Analysis and Strategy: The Challenge of the 80's", with Susan P. Douglas, *Journal of International Business Studies*, Fall, 1981. pp. 69-82.
- 7.| "A Model for the Analysis of Asymmetric Data in Marketing Research", with Richard Harshman and Paul E. Green, *Marketing Science*, Vol. 1, No. 2, Spring, 1982. pp. 205-242.
- 8.|* "Empirical Comparison of Standardized Portfolio Models", with Vijay Mahajan and Donald Swire, *Journal of Marketing*, Vol. 47, Spring, 1983. pp. 89-99. This article is based on a paper presented

at the 1981 conference on Analytical Approaches to Product and Marketing Planning.

- 9.| "A Risk Return Approach to Product Portfolio Strategy", with Richard Cardozo, *Long Range Planning*, Vol. 18, No. 2, 1985. pp. 77-85.
10. "Integrating Financial Portfolio Analysis with product Portfolio Models", with Vijay Mahajan, in H. Thomas & D. Gardner, (eds.) *Strategic Marketing and Management*. (NY: J. Wiley & Sons, 1985), pp. 193-212.
- 11.| "Corporate Growth Through Synergy: Concept, Measurement and Applications", with Vijay Mahajan, Wharton School Working Paper, 1985.
- 12.| "Business Synergy Does Not Always Pay Off", with Vijay Mahajan, *Long Range Planning*, Vol. 21, No. 1, February 1988, pp. 59-65.

B. Marketing Strategy and Integration of Marketing Perspective in Corporate Strategy

- 1.* "A Research Program for a Marketing Guided Approach to Mergers and Acquisitions", in N. Beckwith et al., *1979 Educator's Conference Proceedings* (Chicago, IL: AMA), 1979, pp. 207-256.
- 2.* "Marketing Oriented Strategic Planning Models", in R.L. Schultz and A. A. Zoltners, eds., *Marketing Decision Models*, (New York: Elsevier, North Holland), 1980, pp. 207-250.
- 3.* "Marketing and the Other Business Functions", in J. Sheth, ed., *Research in Marketing*, Vol. 5, 1980, pp. 237-264.
- 4.|* "Marketing and Corporate Strategy", in *The Wharton Magazine*, Summer 1982, pp. 38-45. Based on "Marketing and Corporate Strategy: Problems and Perspectives", The 13th Annual Albert Wesley Frey Lecture, Graduate School of Business, University of Pittsburgh, 1981.
5. "Marketing Strategy," with Thomas Robertson in Kenneth J. Albert, (ed.), *The Strategic Management Handbook*, (New York: McGraw Hill, 1982), Chapter 11, pp. 11-3C11-22
- 6.| "Marketing Strategy: New Directions for Theory & Research," with Thomas Robertson, *Journal of Marketing*, Spring, 1983. pp. 12-25.
7. "Analytic Hierarchy Process for Generation & Evaluation of Marketing Mix Strategies", with E. Dunn, in *Contemporary Views on Marketing Practice*, Gary Frazier and Jagdish Sheth (eds.), proceeding of the Stellner Symposium on Theories of Marketing Practice, Lexington Books, 1987, pp. 111-131.
- 8.* "Marketing for Top Executives: Problems and Prospects", Wharton School Working Paper, 1985.
- 9.* "Models for Marketing Planning and Decision Making", in Victor P. Buell, ed., *Handbook of Modern Marketing* 2nd Edition, 1985. Chapter 49, pp.
- 10.* "Expanding the Role of the Board of Directors", Wharton School Working Paper, 1986.
- 11.* "A Marketing Perspective for Competitive Strategy", in Harold E. Glass (ed.), *Handbook of Business Strategy, 1988/1989 Yearbook* (Boston: Warren, Gorham and LaMont), 1988, pp. 285-291. Based on a paper presented at an international conference on Competitive Analysis at the University of Groningen, October 1986.
- 12.|* "An AHP-Based Approach to the Design and Evaluation of a Marketing-Driven Business and Corporate Strategy", *Mathematical Modeling*, Vol. 9, No. 3-5, pp. 285-291, 1987.

- 13.* "Effective Competitive Strategies: A Marketing Perspective", *Achieving Excellence in Managing*, transcript of the SIA Regional Conference, March 25-26, 1986, pp. 62-80.
- 14.|* "Financial Services: Increasing Your Marketing Productivity and Profitability", *The Journal of Services Marketing*, Vol. 1, No. 2, Fall 1987, pp. 5-18.
- 15.* "Targeting Global Markets: Guidelines to Meet the Marketing Challenge", *Directions*, 1989, publication of Contel Corp.
- 16.* "Inducing Creativity and Innovation in Large Bureaucracies: Lessons from Marketing", in *Proceedings of the RGK Foundation, 4th International Conference on Creative and Innovative Management*, 1993.
- 17.* "Growth Strategies," Wharton School Working Paper, 1996.
- 18.* "Preemptive Strategies," in G. Day and D. Reibstein (eds.), *Wharton on Dynamic Competitive Strategy*, New York: John Wiley & Sons, Inc., 1997.
- 19.* "Segmentation: Accomplishments, Issues and Challenges of the Global Information Age," in J. Hess and K. Monroe (eds.), *Proceedings of the 14th Paul D. Converse Award Symposium*, AMA, 1998.
- 20.* "Marketing Strategy in the Global Information Age," *The Financial Times*, pp. 131-150, *Mastering Marketing Series*, 1998.
- 21.* "Customerization: The Second Revolution in Mass Customization," with Arvind Rangaswamy, Wharton School Working Paper, 1999.
22. "Digital Marketing," with Vijay Mahajan, in Wind and Mahajan, eds., *Digital Marketing*, The IC² Institute's Econometric & Management Sciences Series (Kluwer Academic Publishers), forthcoming, 1999.

C. Marketing and Product Strategy

- 1.| "Innovation in Marketing: Organizational Behavior Perspective", with Kenneth E. Knight, *California Management Review*, 11. Fall 1968, pp. 67-78.
- 2.|* "Management and Change", with Bent Stidsen and Kenneth E. Knight, *Manpower and Applied Psychology*, 2. Winter 1968, pp. 38-46.
3. "The Marketing Concept Revisited", with Thomas Schutte, Wharton School Working Paper, January 1968.
- 4.|* "Innovation As Marketing Orientation", *Business Economics* (Hebrew), 36. December, 1969, pp. 5-11.
- 5.|* "A Marketing Approach to the Salesman Function", *Organization and Administration* (Hebrew), 15. September 1969, pp. 26-33.
- 6.|* "The Stepchildren of Marketing: Organizational and International Customers", *The Wharton Quarterly*, 7. Fall 1972, pp. 43-46.
- 7.* "A Note on the Operationalization of the Product Life Cycle Concept", Wharton School Working Paper, July 1974.
8. "Consumer Attitudes as Guidelines for the Evaluation of a New Distribution System", with Frank J. Cacchione, Jr., and Daniel Gross in Y. Wind and M. Greenberg, (eds.) *Moving A Head With Attitude Research*. (Chicago, IL: AMA), 1977, pp. 139-143.

- 9.* "On the Use of Attitude Research in Product Policy", with Tyzoon Tyebjee, in Y. Wind and M. Greenberg, (eds.), *Moving A Head With Attitude Research*. (Chicago, IL: AMA), 1977, pp. 147-156.
- 10.* "The Perception of the Firm's Competitive Position", in F. Nicosia and Y. Wind, (eds.), *Behavioral Models of Market Analysis: Foundations for Marketing Action*. (Hinsdale, IL: The Dryden Press, 1977). pp. 163-181.
- 11.|* "Toward a Change in the Focus of Marketing Analysis: From a Single Brand to an Assortment of Brands", *Journal of Marketing*, October 1977, pp. 12-13.
- 12.* "On the Multi-Dimensionality of Market Share", with Peter T. FitzRoy, Wharton School Working Paper, April 1979.
- 13.* "Product-Marketing Planning Models: Concepts, Techniques, and Needed Development", in Allan D. Shocker, (ed.), *Analytic Approaches to Product and Marketing Planning* (Cambridge, MA: MSI), 1979. pp. 39-66.
- 14.|* "Going to Market: New Twists for Some Old Tricks", *The Wharton Magazine*, 4. Spring, 1980, pp. 34-39. Based on "Product Positioning and Market Segmentation Marketing and Corporate Perspectives", Wharton School Working Paper, 1979.
- 15.|* "Market Share: Concepts, Findings, and Directions for Future Research", with Vijay Mahajan, *Review of Marketing*, and K. Roering, (eds.), Chicago: AMA, 1981, pp. 31-42.
- 16.|* "Product Innovation Management: The Required Breakthrough", *Journal of Product Innovation Management*, vol. 1, 1984.
- 17.* "The Contribution of Research to Product Management and New Product Development", *ESOMAR Congress Proceedings*, August 1983, pp. 1-15.
- 18.* "The Marketing Challenge", address given upon receipt of the Charles Coolidge Parlin Award, 1985. Wharton School Working Paper. Excerpts appeared in *The Marketing News* August 1985.
- 19.|* "Marketing Hype: A New Perspective for New Product Research and Introduction", with Vijay Mahajan, *The Journal of Product Innovation Management*, Vol. 4, No. 1, pp. 43-49, March 1987.
- 20.|* "New Product Development Process: A Perspective for Reexamination", with Vijay Mahajan, *The Journal of Product Innovation Management*, Dec. 1988, No. 5: pp. 304-310. Reprinted in *IEEE Engineering Management Review*, 1990.
- 21.* "Positioning Analysis and Strategy", in G. Day, B. Weitz and R. Wensley (eds.), *The Interface of Marketing and Strategy*, JAI Press 1990.
- 22.* "Salespeople as Marketing Strategists", with Douglas Hill, Wharton School Working Paper, June 1988.
- 23.* "Innovative Distribution: The Neglected Dimension in Business Strategy", Wharton School Working Paper, August 1988.
- 24.|* "Getting a Read on Market-Defined Value", *Journal of Pricing Management*, Vol. 1, No. 1, Winter 1990, pp. 5-14.
- 25.* "A New Approach to the Determination and Allocation of the R&D Budget", Wharton School Working Paper, 1990.
- 26.* "A New Approach for Screening New Products and Service Concepts: Application to Financial Services," with Hoonyoung Lee and Raymond Burke, August 1992.

- 27.* "New Product Models: Practice, Shortcomings and Desired Improvements" with Vijay Mahajan, March 1991.
28. "New Product Success in the Japanese Consumer Goods Market" with Hotaka Katahira and Makoto Mizuno, Wharton School Working paper, 1993.
- 29.* "Introduction to the special issue: Empirical generalizations in marketing," with Frank Bass and Yoram Wind in *Marketing Science* special issue on *Empirical Generalizations in Marketing*, Volume 14, Number 3, Part 2, 1995.
- 30.* "Issues and Opportunities in New Product Development: An Introduction to the Special Issue," *JMR* special issue on *Innovation in New Product Development: "Best Practice" in Research, Modeling and Applications*, with Vijay Mahajan, February, 1997, pp. 1-12.
- 31.* *Innovation as Determinant of Firms Financial Performance: The View of the Financial Analyst*, with Ed Nifssen and Bernend Wierenga (manuscript under review).
32. "Got Affect? Moving Positioning Beyond Features and Benefits" with Vijay Mahajan, Wharton School working paper July 1999.

D. Research on Industrial Buying Behavior

- 1.* "The Determinants of Vendor Selection: An Evaluation Function Approach", with Paul E. Green and Patrick J. Robinson. *Journal of Purchasing*, 4. August 1968, pp. 29-41.
- 2.* "Applying the Behavioral Theory of the Firm to Industrial Buying Decisions", *The Economic and Business Bulletin*, 20. Spring 1968, pp. 22-28.
- 3.* "Integrating Attitude Measures in a Study of Industrial Buying Behavior", in Lee Adler and Irving Crespi, (eds.), *Attitude Research on the Rocks*. (Chicago, IL: American Marketing Association, 1968), pp. 58-77.
- 4.* "Mathematical Analysis of Perception and Preferences for Industrial Marketing", in K. Cox and B.M. Enis, (eds.), *A New Measure of Responsibility for Marketing*. Proceedings of the International Marketing Conference of the American Marketing Association, June 1968, pp. 284-294.
5. "Generalized Simulation of the Industrial Buying Process", with Patrick J. Robinson, Marketing Science Institute Working Paper P-46-2, June 1968.
- 6.* "Simulating the Industrial Buying Process", with Patrick J. Robinson, in B.L. King, (ed.), *Marketing and the New Science of Planning*. Proceedings of the American Marketing Association, August 1968 Conference, pp. 441-448.
- 7.* "Computer Simulation: Marketing Management Tool", with Patrick J. Robinson, *Computer Operations*, 3. January-February 1969, pp. 42-47.
- 8.* "Industrial Source Loyalty," *Journal of Marketing Research*, 7. November 1970, pp. 450-457.
- 9.* "A Reward Balance Model of Buying Behavior in Organizations", in George Fisk, (ed.), *New Essays in Marketing Theory*. (Boston, MA: Allyn & Bacon, 1971), pp. 206-217.
- 10.* "Industrial Marketing Research", with Richard Cardozo. Paper presented at the AMA Workshop on Industrial Buying Behavior, Berkeley, California, April 1971.
- 11.* "A General Model for Understanding Organizational Buying Behavior", with Frederick E. Webster, *Journal of Marketing*, 36. April 1972, pp. 12-19.

- 12.|* "On the Study of Industrial Buying Behavior: Current Practices and Future Trends", with Frederick E. Webster, *Industrial Marketing Management*, 1. July 1972, pp. 411-416.
- 13.|* "Industrial Buying as Organizational Behavior: A Guideline for Research Strategy", with Frederick E. Webster, *Journal of Purchasing*, 8. August 1972, pp. 5-16.
- 14.* "Segmenting Media Buyers", with Steve Silver, *Journal of Advertising Research*, 8. December 1973, pp. 33-38.
- 15.* "The Industrial Customer", with Elmer Lotshaw, in Stuart H. Britt, (ed.), *Marketing Handbook*. (The Dartnell Corp., 1973), pp. 781-792.
- 16.* "Recent Approaches to the Study of Organizational Buying Behavior", in T.V. Greer, (ed.), *Increasing Marketing Productivity*. Proceedings of the American Marketing Association April 1973 Conference, pp. 203-206.
- 17.|* "Industrial Marketing Segmentation", with Richard N. Cardozo, *Industrial Marketing Management*, 3. March 1974, pp. 153-165. (Also appeared in the French *Encyclopedie de Marketing*, 1978).
18. "Marketing Research in the Design of STI Systems: Case Study", with John F. Grashof, in R. Mason and J. Kreps, Jr., (eds.), *Information Services: Economics, Management, and Technology* (Boulder, CO: Westview Press), 1981, pp. 73-84.
- 19.|* "Emerging Models of Organizational Buying Processes", with Francesco M. Nicosia, *Industrial Marketing Management*, 6. 1977, pp. 353-369. Also in Nicosia and Wind, (eds.), *Behavioral Models of Market Analysis: Foundations for Marketing Action* (Hinsdale, IL: The Dryden Press), 1977, pp. 96-120.
- 20.* "Information Requirements on Buying and Usage of STI Services", in *Current Research on Scientific and Technical Information Transfer*. (New York: J. Norton Publishers, 1977), A Micropapers Edition.
- 21.|* "Market Based Guidelines for Design of Industrial Products", with John F. Grashof and Joel D. Goldhar, *Journal of Marketing*, 24. July 1978, pp. 27-37.
- 22.|* "The Boundaries of Buying Decision Centers", *Journal of Purchasing and Materials Management*, 14. Summer 1978, pp. 23-29.
- 23.* "Organizational Buying Center: A Research Agenda", in Thomas V. Bonoma and Gerald Zaltman, (eds.), *Organizational Buying Behavior*. (Chicago, IL: American Marketing Association, 1978), pp. 67-76.
- 24.|* "Organizational Buying Behavior", *Annual Review of Marketing* 1. 1978, pp. 160-193.
- 25.* "Problems and Prospects in the Segmentation of the STI Market", with Robert Thomas in William R. King and Gerald Zaltman, (eds.), *Marketing Scientific and Technical Information*. (Boulder CO: Westview Press, 1979), pp. 67-76.
- 26.* "Industrial Market Segmentation Under Conditions of Intra-Organizational Heterogeneity", in Yoram Wind and Robert Thomas, (eds.), *Advances in Organizational Buying Behavior*. (Washington, D.C.: NSF, 1979).
- 27.| "Organizational Psychographics and Innovativeness", with Thomas S. Robertson, *Journal of Consumer Research*, June 1980, pp. 24-31.
- 28.|* "Conceptual and Methodological Issues in Organizational Buying Behavior", with Robert J. Thomas, *European Journal of Marketing*, Vol. 14. 1980, pp. 239-263.

- 29.]* "The Linking Pin Role of Organizational Buying Centers", with Thomas S. Robertson. Special Issue of *Journal of Business Research*, Vol. 10, No. 2, 1981, pp. 169-184.
- 30.] "Organizational Cosmopolitaness and Innovativeness", with Thomas S. Robertson, *Academy of Management Journal*, 26. June 1983, pp. 332-338.
31. "Toward Empirical Generalizations on Industrial Market Segmentation", with Robert J. Thomas in R. Spekman and D. Wilson, (eds.), *Issues in Industrial Marketing: A View to the Future* (Chicago: AMA), 1982, pp. 1-19.
- 32.] "Decision Analysis of High Risk Patient Referral", with Douglas Richardson and Steven G. Gabbe, *Obstetrics and Gynecology*, vol. 63, number 4. April 1984, pp. 496-501.
33. "The Changing Industrial Market: Implications for Research", in *A Strategic Approach to Business Marketing*, Robert Spekman and David Wilson (eds.), Chicago: American Marketing Association, 1985, pp.67-78.
- 34.* "Segmenting Industrial Markets", with Robert J. Thomas, in Arch Woodside (ed.), *Advances in Business Marketing and Purchasing*. Jay Press Inc. 1994, pp. 59-82.
- 35.* "Strategy-Driven Industrial Marketing Research", with Robert J. Thomas, *Annual Review of Marketing*, V. Zeithaml (ed.), Chicago: AMA, 1991, pp. 411-454.
- 36.* "The Buygrid Model: 30 Years Later," with Robert Thomas, Wharton School Working Paper, 1998.

E. Research on Consumer Behavior

- 1.] "Inter-Product Household Loyalty to Brands", with Ronald E. Frank, *Journal of Marketing Research*, 6. November 1969, pp. 434-435.
- 2.* "Incongruency of Socioeconomic Variables and Buying Behavior", in P.R. McDonald, (ed.), *Marketing Involvement in Society and the Economy*. Proceedings of the American Marketing Association, August 1969 Conference, pp. 362-367.
- 3.]* "Models of Customer Behavior", *Organization and Administration* (Hebrew), 16. May 1970, pp. 3-13.
- 4.* "The Application of Multidimensional Scaling in Segmentation Research." Paper presented at the First Annual Meeting of the Association for Consumer Research, Amherst, MA, August 1970.
5. "Prediction Experiments Utilizing Perceptual and Preference Judgment", with Paul E. Green. Paper presented at the Second Annual Meeting of the American Institute for Decision Sciences, Dallas, TX, November 1970.
- 6.* "Life Style Analysis: A New Approach", in Fred C. Allvin, (ed.), *Marketing in Motion*. Proceedings of the 54th International Marketing Congress of the American Marketing Association, April 1971, pp. 303-305.
7. "Intentions to Buy as Predictors of Buying Behavior", with Susan P. Douglas, in D. Gardner, (ed.), *Proceedings of the Second Annual Conference of the Association for Consumer Research*, Maryland, 1971, pp. 331-343.
- 8.] "Benefit Bundle Analysis", with Paul E. Green and Arun K. Jain, *Journal of Advertising Research*, 11. April 1972, pp. 31-36.
- 9.] "Subjective Evaluation Models and Conjoint Measurement", with Paul E. Green and Frank Carmone, *Behavioral Science*, 18. May 1972, pp. 288-299.

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